NEWARK
PUBLIC
INFORMATION
OFFICE

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Sharpe James, Mayor
Pamela E. Goldstein, Director

TO: Honorable Sharpe James, Mayor

FROM: Donna M. Purnell, Assistant Communication Manager

CC: Pamela E. Goldstein, Communication Manager

DATE: August 31, 1999

RE: Althea Gibson Foundation Fundraiser – Event recap

The inaugural *Althea Gibson Foundation Awards*, held in the City of Newark, August 29, was a success. The event attracted over 250 guests, VIPs, and celebrity program participants.

In an effort to assist Ms. Gray, with managing the event, and because of your role as honorary chairperson, I solicited the assistance of the (NPIO) staff to help with critical program elements. As such, we helped secure air travel tickets – for program participants – solicited auction items and secured the awards presented to the honorees. We tried to help save the Foundation unnecessary expenditures wherever possible.

I am fairly certain that Ms. Gray provided a small honorarium to the performers and Rachel Robinson, however I am not aware of the final monetary arrangement.

Although this event was labor intensive, everyone involved – from the NPIO -- handled the task as a "team." Ms. Gray seemed pleased with the results and, as per your request, I asked for a financial accounting. She will provide shortly.

As with any new endeavor, unexpected circumstances will come up and therefore a lot of learning was done, for everyone involved. The following are my recommendations for future Gibson Foundation fundraisers of this type:

1. Start up capital
2. Hire an event planner
3. Make contact with sponsors early on
4. Better utilize all committee members
5. Sign-on a Corporate chair -- early on -- committed to playing a major monetary role in the event.
6. Use a less costly venue and have a pre-reception or dinner/program. Not two receptions. Sir, the food alone cost over $25,000!

Thank you for the opportunity to share in the process.

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